# Miami Media Hub Digital Engagement and Media Monitoring Internship



<b>Project Title</b>	Miami Media Hub Digital Engagement and Media Monitoring Internship
Project Summary	Monitor media coverage of US Government in Latin American media, advise on opportunities to engage social media audiences, and report on media engagements for the Hub of the Americas. We are looking for two interns, one Spanish-proficient and a second with Portuguese-language proficiency.
Country	United States

## **Project Description**

#### 1. Social Media Research and Content Curation

Create original social media content for the Hub by researching feeds from regional Embassies, State Department, White House, USAID, DOD (Southcom), the National Security Council and other relevant Federal entities. This can include requesting VSFS interns to assist in creating social media graphics, video or photo clips to be used on the Miami Media Hub Twitter pages in Spanish and Portuguese.

#### 2. Media Monitoring and Mapping Digital Engagements

Track and report on social and traditional media coverage of any high-level media interviews, press briefings or media advisories that we coordinate or disseminate. VSFS interns may also be asked to do on-line research for various media/social media analysis projects (for example - identifying regional media with close ties and positive reporting towards China).

#### 3. Regional Media Database Management

Expand the Miami Hub regional media and contact database (language-specific), by identifying key international affairs influencers (journalists, public intellectuals, etc.) across Spanish and Portuguese-language social media. Expand the search to influencers in similar categories including economics, finance, technology, and environmental conservation. Organize a list of journalists and opinion makers across the region that could interview senior U.S. government officials when requested.

VSFS interns may be asked to produce a weekly one-page report highlighting how Spanish and Portuguese-language Twitter accounts commented on a specific topic of US foreign policy/interest.

## **Required Skills or Interests**

Skill(	s)
- \	- /

Data analysis
Editing and proofreading
Graphic design
Research
Social media management
Videography

### **Additional Information**

Other Skills and areas of interest:

- \*Experience developing and implementing social media and digital communication strategies.
- \*Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
- \*Ability to meet deadlines and produce quality work.
- \*Familiarity with word processing, spreadsheet, and/or database software.
- \*Ability and interest in learning and using a variety of communication-focused technologies.
- \*Ability to use graphic design platforms such as Adobe Premier Pro and Canva Pro.
- \*Strong social network skills on platforms such as Facebook, Twitter, and Instagram.
- \*Familiarity using Google Docs, Slack, and other online collaboration tools.

To learn more about the Miami Media Hub, please follow this link: https://www.state.gov/about-us-media-hub-of-the-americas/

For any questions, you can reach us at MiamiHub@state.gov

# **Language Requirements**

### Language Speaking Proficiency Reading Proficiency Importance

Spanish	Full professional proficiency Full professional proficiency Required
Portuguese	Full professional proficiency Full professional proficiency Required